

ORDER



A GANNETT COMPANY

WJXX-TV

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 714269 |
| | Alt Order #: | 06318645 |
| | Product Desc: | OBAMA SCHEDULE A |
| | Estimate: | 1798 |
| | Flight Dates: | 09/18/12 - 09/24/12 |
| | Original Date / Rev: | 09/17/12 / 09/17/12 |
| | Order Type: | Political |

| | |
|---------------|-----------|
| Primary AE: | Jim Quinn |
| Sales Office: | T-PHI |
| Sales Region: | NAT |

| | | |
|---------------|------------------|-------------------------------------|
| Agency | Name: | Greer Margolis Mitchell/ Pol |
| | Buying Contact: | |
| | Billing Contact: | |
| | | <u>3050 K St NW</u> |
| | | <u>Washington, DC 20007</u> |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | WEEKLY |
| Agency Commission: | 15% |

| | | |
|-------------------|-----------------------|--------------------------|
| Advertiser | Name: | Obama For America |
| | Demographic: | A35+ |
| | Product Codes: | PL-Presidential |
| | Priority: | P-3 |
| | Revenue Codes: | AGY, GEN, POL |

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|------------|----------------|---------|--------------|-------------|--------|
| 09/17/12 | 09/23/12 | 39 | \$11,050.00 | \$9,392.50 | September 2012 | 43 | \$12,945.00 | \$11,003.25 | 0.00 |
| 09/24/12 | 09/30/12 | 4 | \$1,895.00 | \$1,610.75 | Totals | 43 | \$12,945.00 | \$11,003.25 | 0.00 |

Totals

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|---------------|---------------|-------------------------------|---------|
| Jim Quinn | North America | North America | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| WJXX-TV | 8% | \$12,945.00 |
| Market | 100% | \$161,812.50 |

Competitive Share

| | | |
|-------|-----|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 16% | \$25,890.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 24% | \$38,835.00 |
| WTEV | 24% | \$38,835.00 |
| WTLV | 28% | \$45,307.50 |

Order / Rev: 714269
Alt Order #: 06318645
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama For America
Product Desc: OBAMA SCHEDULE A
Estimate: 1798

WJXX-TV

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|------------------------------------|------|-------|----------------------------------|---------|-------------|-----|---------------|----------|------|------|------|----------|----------|
| E 4 | WJXX | 09/18/12 | 09/24/12 | Good Morning America | CM | | M-F | 7a-9a | MTWTF-- | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| | | | | M-F 7a-9a | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 3 | | \$110.00 | | 0.00 | | | | | | |
| E 5 | WJXX | 09/23/12 | 09/23/12 | GMJ Sunday | CM | | Sun | 7a-730a | -----S | :30 | 1 | \$55.00 | P-3 | 0.00 | NM | 1 | \$55.00 |
| | | | | GMJ Sunday | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | | 1 | | \$55.00 | | 0.00 | | | | | | |
| E 6 | WJXX | 09/23/12 | 09/23/12 | GMA Sunday | CM | | GMA Sunday | | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | | | GMA Sunday | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 7 | WJXX | 09/23/12 | 09/23/12 | This Week 10A | CM | | Sun 10a-11a - eff 6/7 | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 | |
| | | | | Sun 10a-11a - eff 6/7 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 8 | WJXX | 09/18/12 | 09/24/12 | Regis & Kelly | CM | | M-F 9a-10a | MTWTF-- | :30 | 3 | \$75.00 | P-3 | 0.00 | NM | 3 | \$225.00 | |
| | | | | Regis & Kelly | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 3 | | \$75.00 | | 0.00 | | | | | | |
| E 9 | WJXX | 09/18/12 | 09/24/12 | The View | CM | | M-F 11a-12p | MTWTF-- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 2 | \$450.00 | |
| | | | | M-F 11a-12p View | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$225.00 | | 0.00 | | | | | | |
| E 10 | WJXX | 09/18/12 | 09/24/12 | M-F 12P-1P | CM | | M-F 12-1P (12:00 PM-12:30 PM) | MTWTF-- | :30 | 2 | \$60.00 | P-3 | 0.00 | NM | 2 | \$120.00 | |
| | | | | M-F 12P-1P | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$60.00 | | 0.00 | | | | | | |
| E 11 | WJXX | 09/18/12 | 09/24/12 | FCN News at 5pm | CM | | M-F 5p-5:30p | MTWTF-- | :30 | 1 | \$80.00 | P-3 | 0.00 | NM | 1 | \$80.00 | |
| | | | | M-F 5-5:30pm | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 1 | | \$80.00 | | 0.00 | | | | | | |
| E 12 | WJXX | 09/18/12 | 09/24/12 | FCN News at 5:30 | CM | | M-F 5:30p-6p | MTWTF-- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 | |
| | | | | M-F 5:30-6pm | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$110.00 | | 0.00 | | | | | | |
| E 13 | WJXX | 09/18/12 | 09/24/12 | FCN News at 6 | CM | | M-F 6p-6:30p | MTWTF-- | :30 | 2 | \$130.00 | P-3 | 0.00 | NM | 2 | \$260.00 | |
| | | | | M-F 6-6:30pm | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$130.00 | | 0.00 | | | | | | |
| E 14 | WJXX | 09/22/12 | 09/22/12 | FCN Sat News at 6:30 | CM | | Sat FCN News We----S- | -----S- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 | |
| | | | | Sat 6:30-7p/7p news after football | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S- | | | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 15 | WJXX | 09/23/12 | 09/23/12 | FCN Sun News at 6:30 | CM | | Sun 6:30-7p | -----S | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 | |
| | | | | Sun 6:30-7p | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 16 | WJXX | 09/18/12 | 09/24/12 | FCN News at 7p | CM | | M-F 7p-7:30p | MTWTF-- | :30 | 2 | \$275.00 | P-3 | 0.00 | NM | 2 | \$550.00 | |
| | | | | M-F 7-7:30p | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$275.00 | | 0.00 | | | | | | |
| E 17 | WJXX | 09/18/12 | 09/24/12 | Extra | CM | | M-F 7:30p-8p | MTWTF-- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 | |
| | | | | M-F 7:30-8p | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$200.00 | | 0.00 | | | | | | |
| E 18 | WJXX | 09/22/12 | 09/22/12 | Sa 7-8P | CM | | Sa 7p-8p | -----S- | :30 | 1 | \$125.00 | P-3 | 0.00 | NM | 1 | \$125.00 | |
| | | | | Sa 7p-8p | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | | | 2 | | \$125.00 | | 0.00 | | | | | | |

Order / Rev: 714269
Alt Order #: 06318645
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama For America
Product Desc: OBAMA SCHEDULE A
Estimate: 1798

WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|-------------------|---------|-----|-------|------------|-----|------|------|-------------|------------|
| E 18 | WJXX | 09/22/12 | 09/22/12 | Sa 7-8P Sa 7p-8p | CM | Sa 7p-8p | -----S- | :30 | 1 | \$125.00 | P-3 | 0.00 | NM | 1 | \$125.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 -----S- 1 \$125.00 0.00 | | | | | | | | | | | | | | | |
| E 19 | WJXX | 09/18/12 | 09/24/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | MTWTFSS | :30 | 3 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/18/12 09/24/12 MTWTFSS 3 \$225.00 0.00 | | | | | | | | | | | | | | | |
| E 20 | WJXX | 09/18/12 | 09/24/12 | Nightline Nightline | CM | M-F 11:35p-12:05a | MTWTF-- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/18/12 09/24/12 MTWTF-- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 21 | WJXX | 09/24/12 | 09/24/12 | Mon Prime C CASTLE | CM | 10-11p | M----- | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 1 | \$1,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/24/12 09/30/12 M----- 1 \$1,500.00 0.00 | | | | | | | | | | | | | | | |
| E 22 | WJXX | 09/18/12 | 09/18/12 | Tue Prime Other Tue Prime Special | CM | Prime Special | -T---- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 -T---- 1 \$1,300.00 0.00 | | | | | | | | | | | | | | | |
| E 23 | WJXX | 09/19/12 | 09/19/12 | Wed Prime C Wed Prime C | CM | 10-11p | --W--- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 --W--- 1 \$850.00 0.00 | | | | | | | | | | | | | | | |
| E 24 | WJXX | 09/23/12 | 09/23/12 | Emmy's Red Carpet Live Emmy's Red Carpet Live | CM | 7-8p | -----S | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 -----S 1 \$800.00 0.00 | | | | | | | | | | | | | | | |
| E 25 | WJXX | 09/23/12 | 09/23/12 | Emmy Awards Emmy Awards | CM | 8-11p | -----S | :30 | 1 | \$1,050.00 | P-5 | 0.00 | NM | 1 | \$1,050.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 -----S 1 \$1,050.00 0.00 | | | | | | | | | | | | | | | |
| E 26 | WJXX | 09/22/12 | 09/22/12 | College FB In-Game P College FB In-Game Prime | CM | 8p-11p | -----S- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | |
| Week: 09/17/12 09/23/12 -----S- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | | 43 | \$12,945.00 | |